



**We believe that these regulations  
can be an effective tool  
to control this problem.**

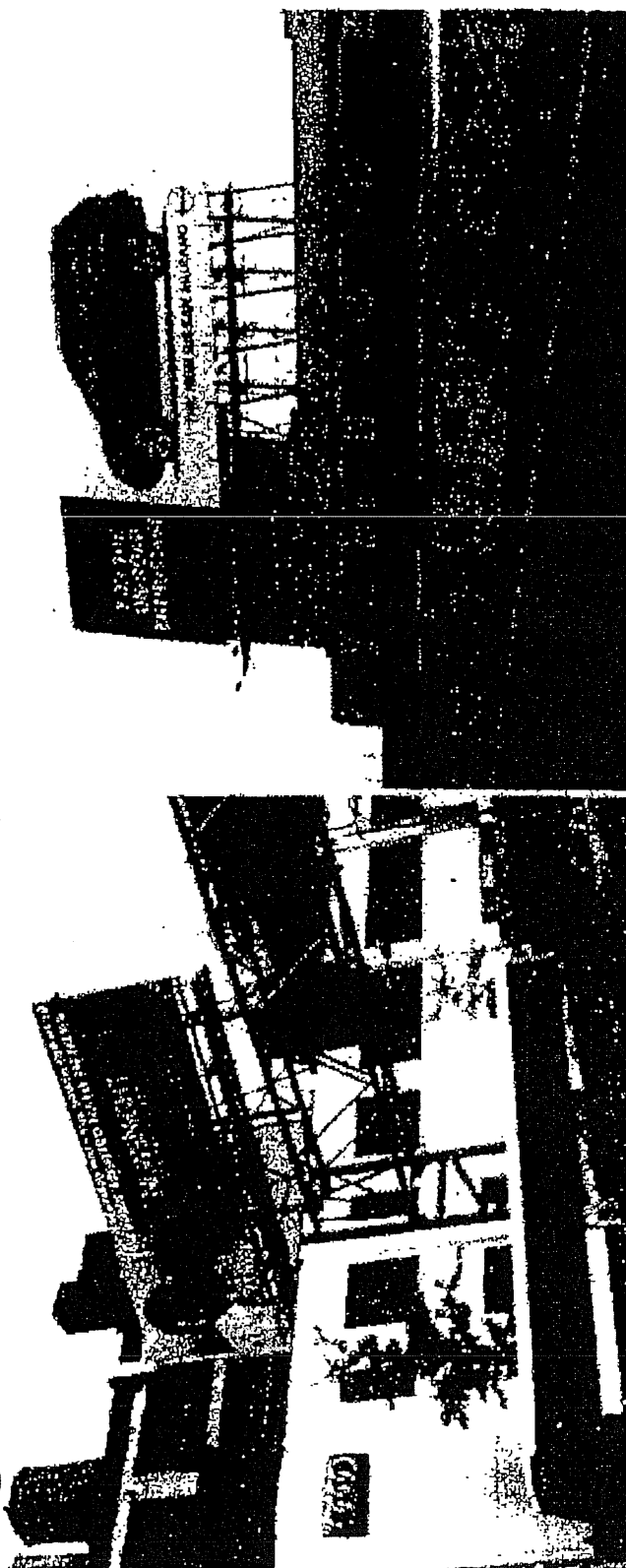
**Van Wagner**



**We want to see New York City succeed  
in bringing this problem under control  
and would like to suggest  
a strategy for success.**

**Van Wagner**





Issuing Violations is not as  
effective as other procedures  
provided for in the rules.

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- Educate advertising agencies.
- Inform licensed sign hangers.
- Remove illegal advertising copy.

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**Effective enforcement  
will promote a cooperative relationship  
between New York and the outdoor  
advertising industry.**

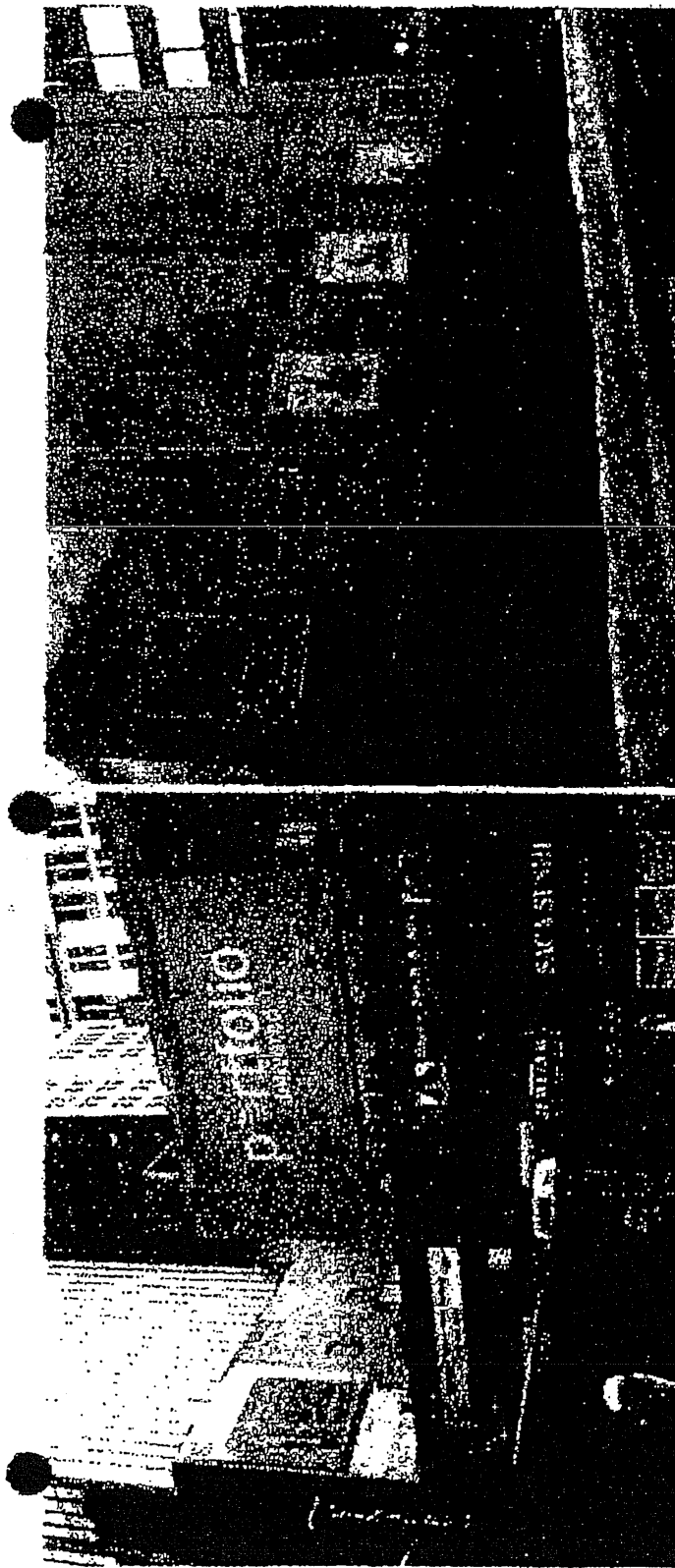
**Van Wagner**



**This cooperative relationship  
can be used to reclaim  
New York's streetscape.**

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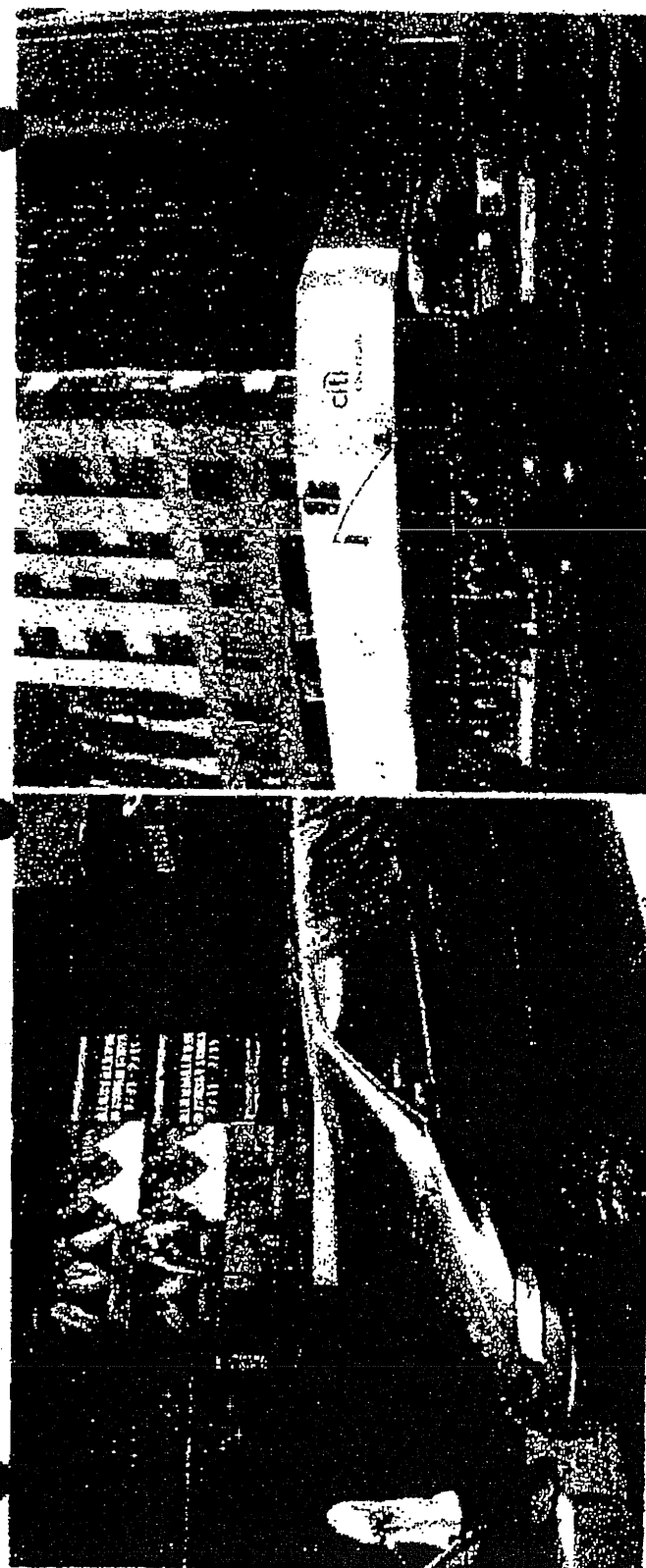




• Address the illegal walls.

• Eliminate illegal illuminated panel displays.

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• Remove the blight of wild posting.

• Regulate & benefit from  
sidewalk bridge advertising.

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**Have all advertising signs  
display their permits.**

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